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# The Maryland Fruit Grower

**Published Monthly by the Maryland State Horticultural Society**

**Edited by the Secretary, A. F. Vierheller, Extension Horticulturist**

**Volume 10** **October, 1940** **No. 10**

## *INFORMATION AND OPINION ON MARKETING PROBLEMS*

Chain food store companies serving 12 million customers weekly, recently were asked for their experience and opinions on such diverse apple marketing problems as:

Mass Displays
Grading
Policies and Programs Regarding Quality
Packaging
Effect of Competition
Dealer Service Work
Consumer Education
Consumer Acceptance of "Specialty" Varieties
What Affects Volume
Special Campaigns, Etc.

These questions were designed to discover the best means of increasing consumption of apples and improving the income of producers.

The following information and data from these experienced, successful retailers undoubtedly will be of interest to apple growers, and it is hoped that it will be helpful.

**Grading**—85% of replies said it was important for apples to be graded closer. 10% of replies said regulations were satisfactory, but more inspection was necessary in some instances.

*Examples of Comment*—"This is most important. We feel our increase in sales was due largely to our handling only choice, well-graded fruit." "Too much variation in size and color in each grade." "This has been a problem to most dealers, where apples are graded with noticeable difference in size, color, etc." "Tremendous room for improvement." "We believe apple sales could be stepped up if the apple growers, especially those in our territory, would grade apples to a strict standard. As it is today, one man's grading of apples is entirely different from another's and to be sure of what one purchases it is necessary to run almost every bushel of apples unless the purchase is made from a farmer that has held a reputation for years of grading to a very strict standard."

**Varieties**—79% of replies said consumers were concentrating on fewer varieties of apples. 21% of replies said there was no change in consumptive demand as to varieties.

*Examples of Comment*—"No particular change has been noticed. 'Specialty' varieties are no harder nor are they any easier to sell. Increased advertising should help." "Only standard varieties seem to be in demand." "There is definite trend of consumer concentration on fewer varieties of apples. 'Specialty' varieties and local varieties are extremely hard to sell outside of the local market."

**Dealer Service**—55% of replies said dealer service work by apple growers' organizations would be helpful in increasing sales volume. 20% of replies said more dealer service work was not necessary so far as chains were concerned. 25% of replies offered a variety of suggestions, most frequent of which referred to greater benefits which could be obtained from improved packaging and grading.

*Examples of Comment*—"Believe dealer service work would be especially helpful, particularly when the farmers have large crops of apples." "Our suggestion would be to educate the housewife on various ways of preparing apples, printing recipes, if possible; how each variety can be prepared—if best adapted for cooking or eating purposes." "Advertising material furnished by growers has been helpful. More of it would be welcome and we believe result in more sales." "Teach retailers to respect apples, to care for them, to handle them properly." "The greatest service to dealers by growers' organizations at the present time would be in improved packaging and grading." "More dealer service work would help, but also grower organizations should devote more time to improving quality and grades." "Keep varieties off the market until fit for use. Be extremely careful in grading."

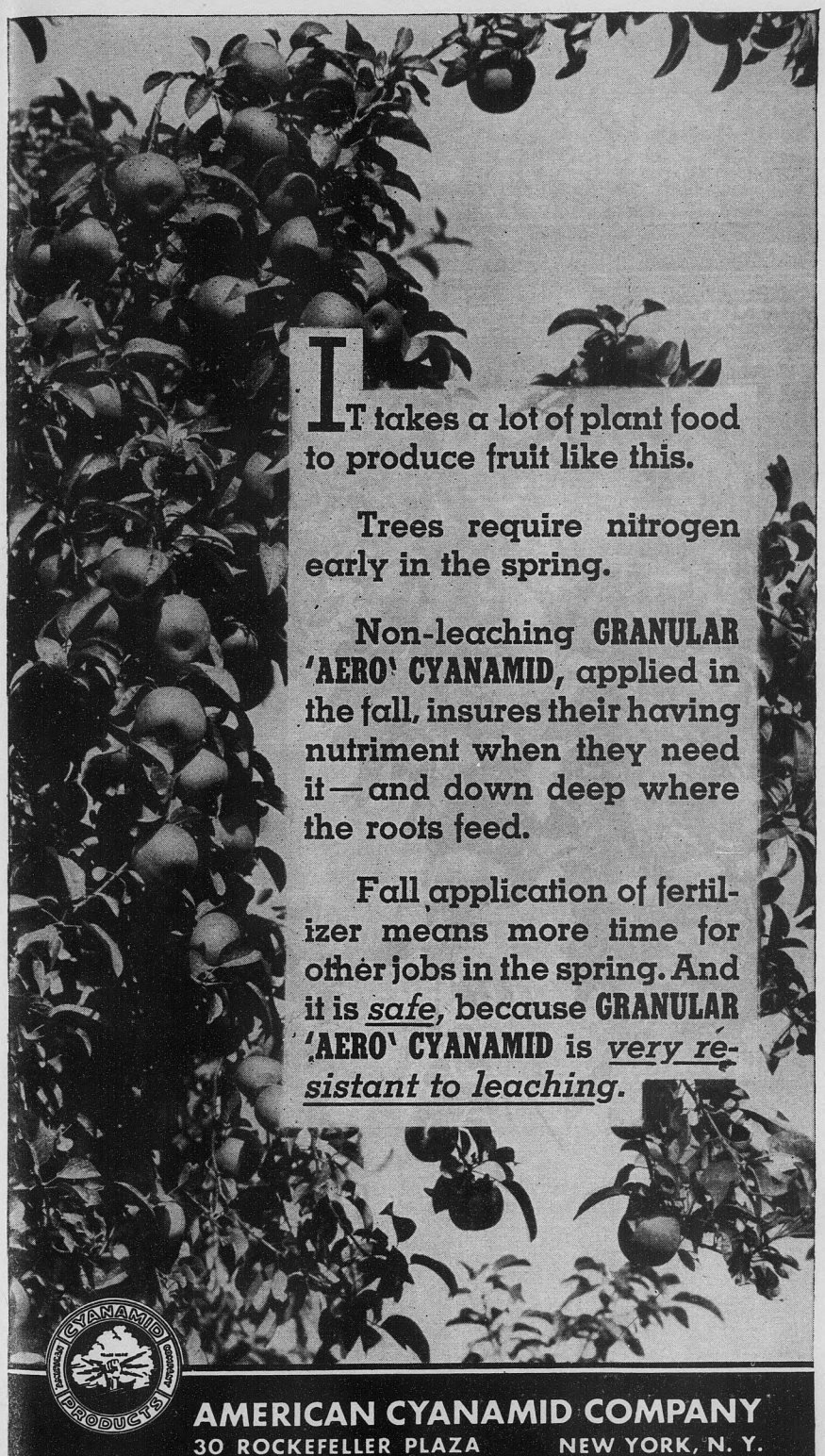
**Quality**—93% of replies said that either recently or as a long established policy, only top quality apples were offered through stores. Some differentiated between warehouse distribution and the apples bought by local stores directly from growers. Others mentioned handling lower grades during early weeks of the season. 7% of replies said competition controlled quality handled.

*Examples of Comment*—"A few years ago we featured the lower grades of apples at 'bargain prices' but we find our present policy of featuring only the best grades is much more successful." "Beginning with the fall of 1937, we have purchased only U. S. No. 1, 2½ and up." "People bought better grades of apples this year than last." "We are handling only top quality. Because of the self-service system, the trade will not take anything not of good quality and good appearance regardless of price." "Stores are consistently handling better grades. Source markets particularly are handling less and less of cheap, unstandardized local offers." "We handle from orchard run to U. S. No. 1 or better. The reason is shown on the sales campaign sheet attached. (30% increase in volume). After experimenting we found that the better apples sold well and the lower grades did not." "Our company at all times purchases best grades available." "Changed to fancy or extra fancy, price permitting. Bright color is very important in selling apples. Eye appeal is a silent salesman." "We try to handle grades that will meet competition in any particular locality." "In many instances we have been forced to lower grades on account of competition." "At harvest season we handle lower grades due to the fact that it is almost impossible to sell Number 1 apples."

**Volume**—44% of replies said that higher prices for apples prevented as large volume of sales of citrus. 31% of replies said that other factors are important considerations. 25% of replies said price was not a barrier to large volume apple sales.

*Examples of Comment*—"Price governs sales volume between citrus and apples." "Price is always a consideration in relation to volume." "Apples must not sell for more than citrus if large volume sales are expected." "Attractive quality and grade, properly handled, will sell apples in large volume." "Price, of course, is important, but satisfactory volume will result if consumer desire is increased by effective advertising." "Price is not the only answer. Believe people would rather drink their food than chew it." "The fruits are used for different purposes."

**Consumer Education**—90% of replies said there should be more consumer education of the value of apples in the diet. 10% of replies said this was unnecessary.


IT takes a lot of plant food to produce fruit like this.
Trees require nitrogen early in the spring.
Non-leaching GRANULAR 'AERO' CYANAMID, applied in the fall, insures their having nutriment when they need it—and down deep where the roots feed.
Fall application of fertilizer means more time for other jobs in the spring. And it is safe, because GRANULAR 'AERO' CYANAMID is very resistant to leaching.
CYANAMID PRODUCTS
AMERICAN CYANAMID COMPANY
30 ROCKEFELLER PLAZA NEW YORK, N. Y.

*Examples of Comment*—"Health appeal is very important factor in retail food merchandising." "Apple's value in daily diet is not known by all." "Consumer education is always helpful if funds are available."

**Apple Sauce and Juice Sales**—81% of replies said sales of canned apple *sauce* were increasing. 13% of replies said they were about the same. 6% of replies said sales were down. 40% of replies said sales of apple *juice* were up. 47% of replies said sales were steady. 13% of replies said sales were down.

*Examples of Comment*—"Sales of canned apple sauce have increased gradually each year. Canned apple juice was a very slow item with us until this last year when sales increased tremendously, and it is now an excellent selling item with us." "Our sales of canned apple juice are showing an increase. Our sales of canned apple sauce are about steady, but we feel this item has greater sales possibilities." "Rapid upward trend in apple sauce, small movement apple juice." "Heavy increase in sales of canned apple sauce. Very sharp decrease in sales of canned apple juice. In fact, latter is almost dead item with us." "Apple sauce increasing; juice is not."

**General Remarks**—The following general comments by companies may be helpful to producers interested in broad programs to improve the economic position of the apple growing industry. "This increase (in sales) has been due in a substantial part to our tie-in with Grower-Consumer Campaigns." "We feel that during a Producer-Consumer Campaign there should be more general publicity, including newspaper write-ups sponsored by growers." "It is hardly possible to make as large a display of apples as of oranges because apples bruise so easily. Our suggestion would be to cover a larger area, stacking apples only two or three layers high. This will give a mass effect, yet prevent bruising." "Growers should discontinue putting large quantities of low grade apples on the market. Then stores could build larger displays of good apples without suffering loss." "We have tied in with each Producer-Consumer Campaign on apples one hundred per cent, and feel that we have sold considerably more apples by so doing, despite the fact that our markets are glutted most of the time by home-grown." "Stores could greatly increase their sales of apples if they did not have so much competition from low grade stock. Growers can best assist chains in having better displays by curtailing the sale of this stock." "These producer-consumer campaigns should, and can be used to advantage only when supply is much larger than average demand." "Rigid policing of the grading laws would be conducive to more uniform quality, and a better appearance in stores featuring top grades." "We doubt whether the consumer is made fully aware of these campaigns, because, except for chains, there isn't enough effort contributed." "We are always anxious to cooperate with the growers whenever possible." "Growers should have better and closer grading and keep cull apples off the market. Packaged apples should be delivered to stores without bruises which cause waste. Some kind of filler between layers would take care of this." "We are very much in favor of these campaigns and believe they have been instrumental in moving larger quantities of apples than otherwise would have been moved." "Growers should exercise utmost care in quality and pack and continue to provide advertising material and dealer service help. We would also suggest ample supplies of apple recipes be provided." "These campaigns are invaluable in creating unity of effort and thus really getting the steam behind the movement of apples." "Growers should supply colorful display materials which do not bear regional producers'

Federal Government Apple Purchases by the Surplus
Marketing Administration

Mr. Ralph M. Woodside, Purchasing Agent for Surplus Marketing Administration, Winchester, Va., has released the following instructions under date of September 20, 1940:-

Varieties - All commercial export varieties. Size 2¼" to 2½" will be emphasized. Grade - Must be U.S. No.1. Price - 75¢ per bushel. Price of barrels to be announced. Loading Instructions - Load in refrigerator cars. Load to be 480, 504, 516 or 528 bushel baskets, depending upon car dimensions. Standard bushel boxes in all cases must load 560 to the car. Loading to be according to good commercial practice. Not more than three growers may load into the same car, and boxes and baskets will not be allowed in the same car. Containers and Pack - Apples must be packed fairly tight to tight. New standard bushel baskets (either tub or round), ring-faced, with paper liners, corrugated or paper caps and properly lidded; or new standard bushel boxes or crates, faced with cardboard or paper liners, and lidded or slatted tops.

To conform with Federal Food, Drug and Cosmetic Act, all containers must show:

Name and place of business of the manufacturer, grower, producer or distributor.

An accurate statement of quantity of contents in terms of weight, measure or numerical count.

Inspection - Growers must furnish, at own expense, official inspection certificates issued by Federal-State Inspection Service. Such inspection shall have been performed within forty-eight (48) hours of date of shipment. Spray Residue - Proper evidence must be submitted that the apples have been examined and have no excessive spray residue. Liens - Any outstanding liens against the commodity must be disclosed. It is a criminal offense to withhold such information or misrepresent actual ownership of the commodity. Detention or Demurrage Charges Vendors or growers shall be responsible for and make payment to the local agent of the originating carrier at shipping point, for all detention or demurrage charges which may have accrued prior to the acceptance of the commodity by the Surplus Marketing Administration. Copies of the carriers' receipted bills will be required as evidence of payment of such charges when they occur. Date of Acceptance of commodity by S.M.A. will be considered the hour and date that inspection was completed by Federal-State Inspection Service and loading completed by vendor or grower.

Daily loadings must be completed by 4 p.m.

The Apple Industry Committee for Maryland is: J. Andrew Cohill, Hancock, Chairman; - W.T. Delaplaine, Frederick, D. Eldred Rinehart, Smithsburg; Russell C. Shaw, Stewartstown, Pa.(Residence, Harford Co.,Md.) G. Hale Harrison, Berlin. Growers should contact these men for allocation of purchase of their apples, and will receive loading instructions from this Committee.

Contact either W.C.Beaven or J.W. Wessles, Hancock, Md. regarding inspections in that territory. Contact either W.C. Beaven or Calvin Poppell, County Agent's office, Hagerstown, Md. for inspections east of Hagerstown. Contact S.B. Shaw, College Park,Md. for inspections at any other points in the State.

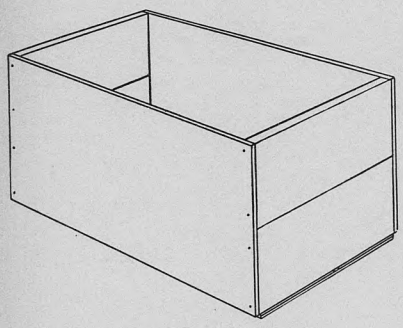
S.B. Shaw, Chief, Md.State Dept. of Markets

A.F.Vierheller, Extension Horticulturist.

# THREE STANDARDIZED BOX STYLES
# Combining Efficiency With Economy

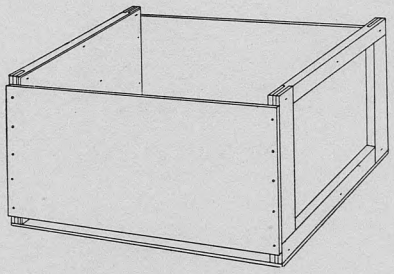
Bushel boxes for place packing; boxes of one and one-eighth bushels capacity for face and fill or jumble packs! These are the official boxes for the 1940 Eastern Apple Crop—as approved by horticultural societies, box manufacturers and shippers' organizations.

To assure manufacturing economies and to permit of regional preferences, two sets of optional inside dimensions are authorized for each box and with the exception of the Northwest box (available in only one type of construction) each size is offered in either solid end, panel end or cleated end styles.



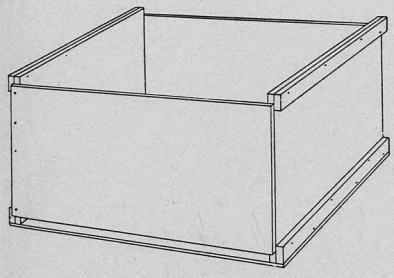
### SOLID END STYLE

**This style, of which the Northwest box is typical, has solid ends made of one or more pieces. Sides of the box are nailed directly into the end grain of the ends. The solid-end type is available in 1-bushel and 1 1/8 bushel sizes.**



### PANEL END STYLE

**In this style the end is formed by nailing or stitching a panel to a framework formed of pieces called headsticks. Available in bushel and 1 1/8 bushel sizes.**



### CLEATED END STYLE

**End pieces on this box are placed vertically and are held together at top and bottom by cleats. These cleats also provide a nailing edge when tops and bottoms are applied.**

**Boxes for place packing are designed to permit a double bulge—slight at the bottom and more pronounced at the top.**

**Boxes for face and fill or jumble packs have flat, rigid bottoms, but the tops may bulge slightly if desired.**

## No. 11. Northwest Standard Apple Box

**INSIDE DIMENSIONS**.....10 1/2 x 11 1/2 x 18
**CAPACITY**.....2174 cubic inches
**DIMENSIONS OF PARTS:**
**2 Ends**.....11/16 x 10 1/2 x 11 1/2
**2 Sides**.....5/16 x 10 1/2 x 19 3/8
**Bottom:** 2 to 4 slats.....3/16 x 10 1/2* x 19 3/8
2 cleats.....3/8 x 11/16 x 11
**Top:** 2 to 4 slats.....3/16 x 10 1/2* x 19 3/8 to 19 3/4
2 cleats.....3/8 x 11/16 x 11

OR

1 cleated unit of:
2 or 3 sawn or veneer slats.....1/7 x 10 1/2* x 19 3/8 to 19 7/8
2 cleats.....7/32 x 1 1/4 x 11

## No. 1. Bushel Box—Solid End Type (New)

**INSIDE DIMENSIONS**.....11 1/2 x 12 1/2 x 15
**CAPACITY**.....2156 cubic inches
**DIMENSIONS OF PARTS:**
**2 Ends**.....11/16 x 11 1/2 x 12 1/2
**2 Sides**.....1/4 x 10 1/2 x 16 3/8
**Bottom:** 2 to 4 slats.....3/16 x 11 1/2* x 16 3/8
2 cleats.....3/8 x 11/16 x 12
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats.....1/7 x 11 1/2* x 16 3/8 to 16 7/8
2 cleats.....7/32 x 1 1/4 x 12

## No. 2. Bushel Box—Panel End Type (New)

**INSIDE DIMENSIONS**.....11 1/2 x 12 1/2 x 15
**CAPACITY**.....2156 cubic inches
**DIMENSIONS OF PARTS:**
**2 Ends each of:**
2 headsticks.....25/32 x 1 1/4 x 11 1/2
2 headsticks.....25/32 x 1 1/4 x 12 1/2
1 panel.....3/16 x 12 1/4 x 10 1/4
**2 Sides**.....1/4 x 11 1/2 x 17
**Bottom:** 2 to 4 slats.....3/16 x 11 1/2* x 17
2 cleats.....3/8 x 11/16 x 12
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats.....1/7 x 11 1/2* x 17 to 17 1/2
2 cleats.....7/32 x 1 1/4 x 12

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* This dimension is minimum total width of slats.

## No. 13. One and One-Eighth Bushel Box—Solid End Type

**INSIDE DIMENSIONS:** ..... 11 x 13 x 17

**CAPACITY** ..... 2431 cubic inches

**DIMENSIONS OF PARTS:**

**2 Ends** ..... 11/16 x 11 x 13
**2 Sides** ..... 1/4 x 9 1/2 x 18 3/8
**Bottom** ..... 5/16 x 13 x 18 3/8
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats ..... 1/7 x 8* x 18 3/8
2 cleats ..... 7/32 x 1 1/4 x 12 1/2
(Alternate thickness of bottom 1/4")

## No. 25. One and One-Eighth Bushel Box—Panel End Type

**INSIDE DIMENSIONS** ..... 11 x 13 x 17

**CAPACITY** ..... 2431 cubic inches

**DIMENSIONS OF PARTS:**

**2 Ends each of:**
2 headsticks ..... 25/32 x 1 1/4 x 11
2 headsticks ..... 25/32 x 1 1/4 x 13
1 panel ..... 3/16 x 12 3/4 x 10 3/4
**2 Sides** ..... 1/4 x 9 1/2 x 19
**Bottom** ..... 5/16 x 13 x 19
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats ..... 1/7 x 8* x 19
2 cleats ..... 7/32 x 1 1/4 x 12 1/2

**OR**

2 or 3 slats ..... 1/4 x 1 7/8 x 19
(Alternate thickness of bottom 1/4")

## No. 30. One and One-Eighth Bushel Box—Cleated End Style

**INSIDE DIMENSIONS** ..... 11 x 13 x 17

**CAPACITY** ..... 2431 cubic inches

**DIMENSIONS OF PARTS:**

**2 Ends each of:**
2 or 3 slats ..... 7/16 x 13* x 11
2 cleats ..... 7/16 x 1 3/8 x 13

**OR**

2 or 3 slats ..... 7/16 x 13* x 11
2 cleats ..... 5/8 x 1 1/4 x 13
**2 Sides** ..... 1/4 x 9 1/2 x 17 7/8
**Bottom** ..... 5/16 x 13 x 18 3/4 or 19 1/8
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats ..... 1/7 x 8* x 18 3/4 or 19 1/8
2 cleats ..... 7/32 x 1 1/4 x 12 1/2

**OR**

2 or 3 slats ..... 1/4 x 1 7/8 x 18 3/4 or 19 1/8
(Alternate thickness of bottom 1/4")

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* This dimension is minimum total width of top slats and total width of end slats.

## No. T-16. One and One-Eighth Bushel Box—Solid End Style

**INSIDE DIMENSIONS**.....11 1/8 x 13 5/8 x 16
**CAPACITY**.....2425 cubic inches
**DIMENSIONS OF PARTS:**
**2 Ends**.....11/16 x 11 1/8 x 13 5/8
**2 Sides**.....1/4 x 9 5/8 x 17 3/8
**Bottom**.....5/16 x 13 5/8 x 17 3/8
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats.....1/7 x 9* x 17 3/8
2 cleats.....7/32 x 1 1/4 x 13 1/8
(Alternate thickness of bottom 1/4")

## No. T-27. One and One-Eighth Bushel Box—Panel End Style

**INSIDE DIMENSIONS**.....11 1/8 x 13 5/8 x 16
**CAPACITY**.....2425 cubic inches
**DIMENSIONS OF PARTS:**
**2 Ends each of:**
2 headsticks.....25/32 x 1 1/4 x 11 1/8
2 headsticks.....25/32 x 1 1/4 x 13 5/8
1 panel.....3/16 x 13 3/8 x 10 7/8
**2 Sides**.....1/4 x 9 5/8 x 18
**Bottom**.....5/16 x 13 5/8 x 18
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats.....1/7 x 9* x 18
2 cleats.....7/32 x 1 1/4 x 13 1/8
**OR**
2 or 3 slats.....1/4 x 1 7/8 x 18
(Alternate thickness of bottom 1/4")

## No. T-32. One and One-Eighth Bushel Box—Cleated End Style

**INSIDE DIMENSIONS**.....11 1/8 x 13 5/8 x 16
**CAPACITY**.....2425 cubic inches
**DIMENSIONS OF PARTS:**
**2 Ends each of:**
2 or 3 slats.....7/16 x 13 5/8* x 11 1/8
2 cleats.....7/16 x 1 3/8 x 13 5/8
**OR**
2 or 3 slats.....7/16 x 13 5/8* x 11 1/8
2 cleats.....5/8 x 1 1/4 x 13 5/8
**2 Sides**.....1/4 x 9 5/8 x 16 7/8
**Bottom**.....5/16 x 13 5/8 x 17 3/4 or 18 1/8
**Top:** 1 cleated unit of:
2 or 3 sawn or veneer slats.....1/7 x 9* x 17 3/4 or 18 1/8
2 cleats.....7/32 x 1 1/4 x 13 1/8
**OR**
2 or 3 slats.....1/4 x 1 7/8 x 17 3/4 or 18 1/8
(Alternate thickness of bottom 1/4")

NOTE: Boxes are numbered to correspond with comparable sizes in Proof copy of Tariff No. 4, issued by the Freight Container Bureau of the Association of American Railroads.

* This dimension is minimum total width of top slats and total width of end slats.

# Profit By These Advantages:

- Sawn Wooden Boxes, rectangular in shape, permit maximum use of shipping and storage space.
- Sawn Wooden Boxes are sufficiently rigid and strong to withstand severe shocks and heavy external loads without damage to fragile fruits.
- Sawn Wooden Boxes resist excessive moisture or dryness and are designed to provide proper ventilation.
- Sawn Wooden Boxes deliver fruit in the orchard-fresh condition essential to attractive display, ready sale and maximum realization.

**For additional information about profitable shipping containers for apples, other fruits and vegetables, write to**

## NATIONAL WOODEN BOX ASSOCIATION

**308 BARR BLDG.** **WASHINGTON, D. C.**

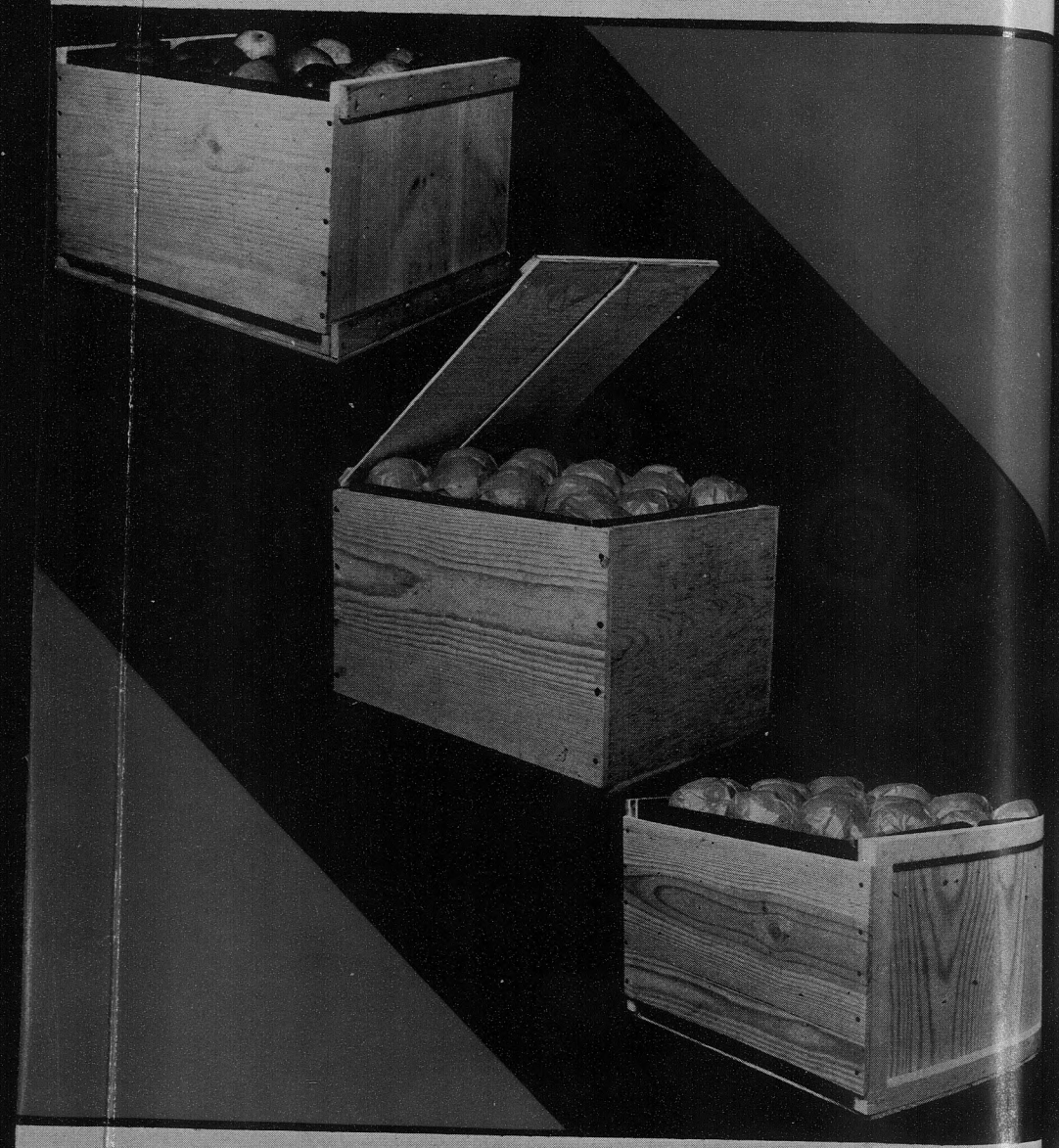
**NOTE:**

**Box No. 11:** Proof copy of Tariff No. 4, Freight Container Bureau, specifies bottoms consisting of two slats, each 3/16 x 5¼ x 19⅜ inches.

**Nos. 13, 25, T-16 and T-27:** Proof copy of Tariff No. 4, Freight Container Bureau, specifies width of sides 10½ inches.

Wood Packing Pays

# Approved Eastern APPLE BOXES



**Protect Quality Fruit!**
**Reduce Storage Costs!**
**Increase Realization!**

# UNCLE NATCHEL *Says . . .*

IT'S GOOD BECAUSE IT'S **NATCHEL**— AND NATCHEL THINGS IS BEST

Yes, Chilean Soda is good because it's "Natchel"—the only natural nitrate in the world. It helps every crop—your natural partner in making good yields, good quality, good crops year in and year out.

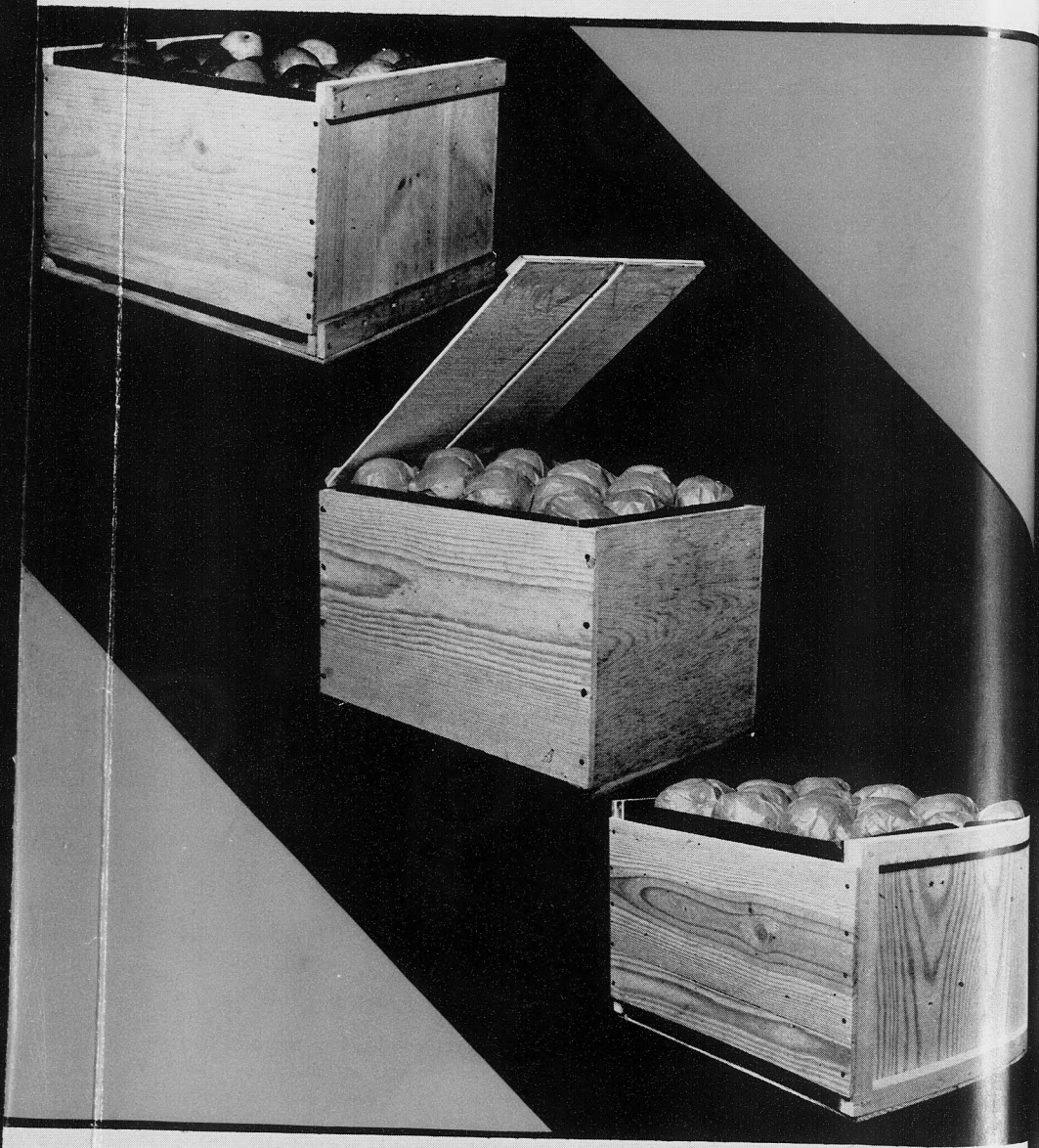
In addition to its 16% quick-acting nitrogen, Chilean Nitrate of Soda carries Nature's own blend of other plant-food elements—"vitamin elements" we call them, such as boron, iodine, manganese, magnesium, potash, calcium and many more.

Use Natural Chilean Nitrate each year on each crop and that way get the full benefit of its natural fertilizing and soil-improving qualities.

***Be Sure You Get***

# NATURAL CHILEAN NITRATE OF SODA

# Approved Eastern APPLE BOXES



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# NATURAL CHILEAN NITRATE OF SODA

copy." "We believe the display material received from time to time on various varieties of apples was an important factor in helping to increase the sale of apples this season, and we would recommend more of this type of advertising, if possible, giving some outline as to which variety is most suitable for cooking or eating."

## *APPLE JUICE STANDARDS*

It is estimated that more than ten million cans of apple juice were packed last year, and probably 50% more will be packed this year. As with all new products, there is a wide variation in quality, and with apple juice, we can scarcely hope to have standard flavor, as different sections with different varieties, have all sorts of blends and flavors. There will also be all degrees of filtration producing juices from muddy to cloudy to clear.

It is known that some commercial producers have not cooperated in using a suitable can causing a very bad reaction as to flavor of the canned juice.

Last April, at the Rochester meetings of National Apple Institute, and National Apple Planning Committee, a group of four growers was appointed, and this committee invited Dr. J. J. Willaman, Chief of the Eastern Regional Research Laboratory; Dr. R. E. Marshall, of Michigan Agricultural Experiment Station; and Dr. Carl S. Pederson of New York State Agricultural Experiment Station to confer with the committee during the convention of International Apple Association. These men are pioneers in research in apple juices, and after a long session, the group offered the following recommendations to be submitted to the U. S. Food and Drug Administration, after due time has been allowed for criticisms to be offered:

"Any product to be labelled—'Pure Apple Juice' must conform to the following requirements:

1. Pure apple juice shall be the expressed juice of whole, mature, sound, properly cleaned apples.
2. The juice shall be produced under sanitary conditions.
3. The specific gravity shall be not less than 11.5 degrees Brix. (specific gravity 1.044).
4. The juice shall possess a typical apple flavor and aroma.
5. The juice shall be handled and processed in equipment protected against abnormal absorption of metal. The same requirement shall apply to metal containers."

## *APPLE PUBLICITY*

The work of the regional apple advertising organizations has attracted attention of large manufacturers, and apples are going to have a lot of publicity this year. The Saturday Evening Post, September 7th carried a cover photograph of a girl thoroughly enjoying a big red apple; September "Good Housekeeping" showed an outside cover painting of a schoolgirl with an apple; Pillsbury's Flour has an ad on the outside back cover of October "Woman's Home Companion" dealing with Dutch Apple Pie; General Mills will soon launch an Apple Dumpling promotion, by radio, and also by use of beautifully illustrated folders, of which ten million have been printed. "Jack and Jill", a children's magazine, and Capper's Farmer both are carrying some apple articles, and the rotogravures of both a Washington and a

Baltimore Sunday paper have carried a full page on apple harvest and packing.

Miss Margaret McPheeters, Nutrition Specialist, University of Maryland Extension Service has released a 19 page mimeograph for use of home demonstration agents in promoting the use of apples. It contains four suggestive demonstration outlines in apple uses; sketches and instructions in fruit storage, a table on vitamines and what part each plays in health; three news articles; a suggested radio talk on apples; an outline for exhibits for shows, meetings or local stores; a list of Maryland apples and their uses; and an outline of a demonstration in apple uses, to be used in 4-H club work. The fruit growers should appreciate the great amount of effort that Miss McPheeters has put into this published material, and it is expected that it will impress upon the rural women, the food values and the real delight that is to be found in the use of apples in the family diet.

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## *A. A. A. AND THE FRUIT GROWER*

The 1941 Agricultural Conservation Program carries several practices for which fruit growers may receive benefit payments.

Orchard Mulch—allows a half unit (75c) per ton, figured as air-dry weight. Straw or equivalent mulching material applied evenly to orchard land. Barnyard or stable manure not counted.

Tree Removal—allows 30c per tree 5 to 12 inches in diameter, and 50c per tree more than 12 inches in diameter. No allowance for removal of filler or semi-permanent trees, or trees less than 5 inches in diameter. Maximum $15.00 per acre.

Tree Planting on Contour—allows $1.50 per acre. Practice will be approved for payment only where it is shown that contour planting on the slope is necessary to prevent erosion.

Other Practices—allow various credits and payments as in past years. These practices include: Seeding of legumes; use of green manure crops, either plowed under or left on the land; use of lime; use of superphosphate applied to or in connection with seeding of legumes or grasses. Growers should consult their county agents for further information.

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## *Dr. Schrader Gives Up Administrative Position*

**At his own request, Dr. A. Lee Schrader who had been Head of the Department of Horticulture, University of Maryland during the past five years, has been relieved of his administrative duties, effective October 1, 1940, and will assume his former work, devoting his full time to research and teaching. Dr. Charles H. Mahoney, Professor of Olericulture will assume the duties of Acting Head of the Department. Dr. Mahoney's major work has been in connection with vegetable research and production. He came to Maryland from Michigan Agricultural College in 1937 and has already contributed much to the vegetable industry in Maryland.**

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Nowadays road maps tell us everything we want to know except how to fold them up.

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**Have you read the advertisments?**

# A Story of Special Interest to Peach Growers

A few years ago, several large peach growers bought a car of SCALECIDE, dividing it up in several orchards in their neighborhood. In every case, the Scalecide sprayed trees were healthier, more vigorous, and held their foliage better throughout the summer, than adjoining oil emulsion and lime sulfur sprayed trees.

The use of SCALECIDE was continued, with many other orchards joining in, with the result that today Scalecide is the standard dormant spray in that section.

There has been a sharp increase in the production of peaches in that area. This season, when so many peach orchards were frozen out, these SCALECIDE users had a nice crop. One of these growers reports that he picked 713 carloads of peaches this year. He further adds that much of his success with this beautiful crop is attributable to his 3 years of consecutive use of SCALECIDE as a dormant spray.

There are peach growers who think that SCALECIDE is too expensive for them to use. These growers don't. Do you?

It takes more than one year to produce results like this, but you can make a start RIGHT NOW. It costs you nothing to try, for SCALECIDE is guaranteed to make a better orchard for you than lime sulfur or oil emulsion or your money back.

The very best time to spray peaches with SCALECIDE is in the Fall. Select any nice day when the temperature is warmer than 40 degrees. Write TODAY for prices and full copy of our guarantee. Address Department "F", B. G. Pratt Company, 50 Church Street, New York, N. Y.